

America Day Attracts Host To Auto Show

Manufacturers, Dealers and
Salesmen From Many Sec-
tions of Country Attend
Exposition on Second Day

Many at Private Displays

Several New Types Shown
at Hotel Commodore and
Hotel Astor; Special Cars

New York's 1921 Automobile Show took on a more truly national-wide aspect yesterday, with a crowd on All-America Day that came from many different parts of the country, including manufacturers, dealers and salesmen from as far west as Los Angeles. This national representation is expected to be augmented daily until the exposition at the Grand Central Palace comes to a close Saturday evening.

Private exhibitions, such as those, for example, as are on at the Hotel Commodore and Hotel Astor during show week, because of insufficient space at the Palace to admit all who desired to reap the business advantages incident to the annual exposition, drew their quotas of the All-America Day crowds. Many who visited the Palace show in the morning or afternoon came to inspect the private exhibitions in the evening. In the lobbies of the leading hotels yesterday nearly every one seemed to be discussing automobiles.

Stutz Presides Over Exhibit

The grand ballroom of the Commodore, where the new French Citroen car and the new Gardner, Ace and Handley-Knight machines are displayed, drew large crowds. The Astor show rooms a similar note in motor-dom. There are to be seen the H. C. S., designed and exhibited by Harry S. Stutz last year for the first time; the Kanawby, Ferris and Navarre. The H. C. S. exhibit is presided over by Mr. Stutz.

An attractive and complete exhibit of the Essex is being held at the Hudson Motor Car Company's local show rooms, 1842 Broadway. The Essex is not shown at the Palace because adequate space could not be procured, but the private show is proving an attraction in itself. One of four transcontinental record-breaking mail cars is shown in this exhibit.

Expensive Makes Shown

On the third floor of the Palace there are several motor car exhibits which, because of the limited space on the first and second floors, have taken their places among the accessories. Among these displays are two of the most expensive makes of motor cars to be seen at this year's show.

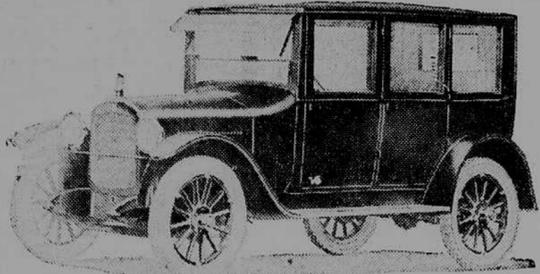
They are the Stevens-Duryea seven-passenger vestibule limousine in green and gray, four-passenger open sport in deep wine and cream, four-passenger touring sedan in two-tone brown and the Rauch-Lang four-passenger limousine in greenish gray and five-passenger duplex control coach in black with gold stripe. The last-named car is the company's latest product and is on display at the show for the first time. The Stevens-Duryea touring sedan is one of the most exceptional as regards class and richness that can be seen at the show. In color, trimmings and upholstery it is plain but elegant.

Accessory Displays Attract Many

Great interest is shown by motorists in the accessory exhibits on the third and fourth floors of the Palace. Owners are always looking for something new in this line and they have not been disappointed at the 1921 show.

Dealers and salesmen continue to pour into New York from all sections of the country. F. S. Albertson, Dodge dealer from Los Angeles, and president of the Los Angeles Dealers' Association, was an arrival yesterday, lead-

Hupmobile Offers 4-Door Sedan



ing in a party of Dodge dealers from Lower California.

Two special cars were required to bring the delegation here. Ralph Hamilton, Franklin distributor at Los Angeles; Fred Wagner, automobile editor of the Los Angeles Express; Walter L. Elbe, Cunningham distributor; Harry E. Herdon, of H. C. S., and Lynn Buxton, Stearns and Stevens-Duryea distributor, were other arrivals from the California city. There were more dealer registrations at the show yesterday than on Saturday, the opening day.

Templar Sets Pace In Lightweight Quality Car Field

The lightweight, high grade car is coming into its own. Any question as to this trend is dispelled by a casual glance over the exhibits at this week's automobile show.

Lightweight cars outnumber the heavier, more cumbersome type by a large margin and the argument in favor of their product being put out by practically every manufacturer, regardless of the type of car he is displaying, is that his car has been made lighter and more economical.

This very evident tendency to lighter weight and greater economy is especially gratifying to Templar Motors Corporation, of Cleveland, because of its pioneer development of the lightweight Templar models which are a feature exhibit of the show.

Years ago Templar sensed the growing demand for cars of lighter weight and greater economy. Some manufacturers made the mistake of securing light weight but at sacrifice of those equally desirable qualities of strength and durability.

Templar's goal of a superior small car was achieved first by correct engineering; second, by the use of only the highest grades of material; the careful selection of the best material for a given purpose and the highest type of workmanship.

Phelps Becomes General
Sales Manager of Haynes

William Elliott Phelps, formerly district sales manager for the Haynes Automobile Company, has been appointed general sales manager.

Mr. Phelps, who is a graduate of Princeton University, was in the sales organization of the Chicago branch of the Winton company and previous to that was district sales manager of the Haynes Motor Car Company of Chicago. Mr. Phelps also was general sales manager of the All American Truck Company.

Must Have Good Plugs

"The fine car shown at the Automobile Show would be with you, prestige if equipped with inferior spark plugs," says the maker of AC spark plugs.

"The makers of the high grade automobiles realize this fact and demand the best plugs they can get. Surely, motorists should accept their verdict when they buy plugs."

What Makes "Pre-Ignition"?

Car owners hear a great deal about "pre-ignition" these days. "Leak past the spark plug insulator, which permit hot gases to escape, overheat the insulation, is the common cause of pre-ignition," says the maker of AC spark plugs. "The remedy is found in good spark plugs—the best to be had."

Industry to Come Back This Year As It Did in 1913

E. W. Hurd Compares Recent
Readjustment to Situation
in Car Trade Before War;
Foresees a Record Season

Once before the automobile industry of the United States was dealt a staggering blow, took it, recovered, and then came back stronger, in distribution, finances and manufacturing, and it will do the same in 1921, only on a bigger scale, believes E. W. Hurd, sales manager of the Premier Motor Corporation, of Indianapolis.

"In 1913, the months from July on until December, witnessed the curtailed production of motor cars, many plants were idle, sales organizations were unable to move the stock on hand and the retailers were greeted by a non-buying public," says Mr. Hurd. "Yet during the year 1914 the number of automobiles in use in the United States was 26 per cent greater than the total for 1913, the slack year. Statistics compiled at the Premier plant show that in 1913 there were 1,097,513 automobiles in operation during that year, and in 1914 the number mounted to 1,383,034, a gain of 245,521 cars, or 26 per cent.

"Indiana the comeback of the automobile industry in 1914 was even greater, the automobile registration in the Hoosier state in 1913 being 47,091, while in the next year the registration jumped to 66,410, a gain of 19,319 per cent. This gain is typical of many states and indicative of the general gain of 26 per cent over the entire forty-eight states. And since the 1914 comeback the registration of motor cars in use has increased eight times.

"The 1914 comeback is indicative of the 1921 return of the industry. Few in the United States have recovered and marched forward as quickly as that of the automobile. Retail sales should return to normal early in the year, because by that time the public will have realized that the price level has been reached again on the lower basis and consequently there will be more willingness to buy. Spring demand for automobiles probably will enable the retail division to get on its feet and start off anew. In the falling market few persons would buy their automobiles, hoping that by spring the prices would be lower. When the buyers see that the price is stabilized, then there will be little hesitancy on their part.

"Business rapidly is reaching a solid footing and this will result in new capital. Indications point to a resumption of business early this year. There will be a well-balanced labor situation. "In the 1913 crisis conditions were somewhat similar to the 1920 situation, and when the other side of the hill was reached the automobile plants were busy every available hour producing cars to meet the demand."

Not Hard to Deutch
As an example of easy operation, the LaFayette company cites the fact that the deutching pressure of the LaFayette car is only thirty pounds.

Many Noteworthy Improvements Seen In "Hup" Exhibit

Refined Finishes, Fittings
and General Appearance
Make Four-Model Display
One of Unusual Beauty

Certain noteworthy improvements and refinements in finish, fittings and general appearance mark the Hupmobile exhibit at the New York show as a center of attraction for Hupmobile owners and those other motorists who sincerely admire the car and its twelve-year record of mechanical excellence.

This four-cylinder chassis of the present model, first produced in October, 1917, now embodies numerous minor improvements in design and manufacture developed since that time. It has been thoroughly tested and approved in the hands of more than 50,000 owners. It has reached such a degree of mechanical perfection that Hupmobile engineers have felt free to concentrate more closely on appearance, body design and equipment details. Their success in this direction is well illustrated in the cars on exhibition.

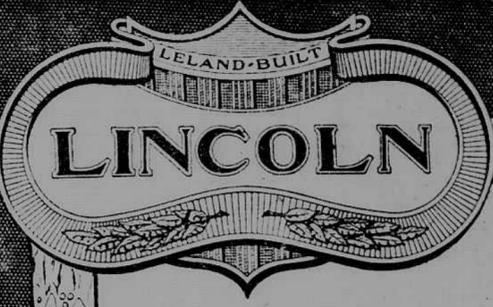
All four open and closed models are presented in new body designs, one of the most noticeable being the new four-door sedan. Observation of body changes and equipment follow, and it is soon discovered that every practical requirement has been anticipated. Lighter blue is the standard color for all four models, and evidences abound of the excellence of painting methods employed and the fine luster secured. On the touring car and roadster the top shape is new and along original lines of great attractiveness. The rear window is one unusually wide piece of plate glass, giving clear vision and adding a distinctive touch of good looks. Convenient entrance and exit, already assured by wide doors, are made doubly so by both outside and inside door handles. Fenders have been lengthened, and their slightly changed design adds greatly to their appearance.

Motorists generally are recognizing the value of exact knowledge of motor temperature, and the moto-meter now provided will be a welcome item of equipment to many, besides giving a lasting look to the car's appearance. The four-door sedan will receive many favorable comments by those who appreciate its combination of good taste and conservation with fashionable body lines. The Hupmobile company

controls the plant making the closed bodies, thus insuring a consistently high standard of quality and workmanship. Very substantial construction is evident in both sedan and coupe, and

their roominess is exceptional. The upholstery fabrics are of the finest quality, and comfort predominates. Moto-meter, windshield cleaner, non-glare lenses, etc., as listed for the open

models, also characterize the sedan and coupe, which, in addition, are furnished with a leather windshield visor, rebound snubbers, car heater and cord tires.



LINCOLN

Like the Lelands' past achievements, the new Leland-built Lincoln Car has given fresh impetus to motor car development, and is charting the future course of fine car making.

Leland-built Lincoln Motor Cars are exhibited on the Third Floor at Grand Central Palace

A special display of standard and exclusive body types may be inspected in the Salon of the

York Motors Corporation



217 West 57th Street

From a N. Y. Salesman Who's Been at It 12 Years

Optimism Based on Complete
Confidence in Future Is
Newton's Idea

Arthur Lee Newton, the former American and Olympic champion long distance runner, has been sales and advertising manager of the New York branch of the Buick Motor Company from the day the branch opened over twelve years ago. Mr. Newton holds the record of having been a sales manager longer than any one in New York now engaged in the automobile business. It is stated that he has sold more automobiles to retail purchasers than any other individual.

Mr. Newton says: "Automobile dealers and salesmen along Broadway who represent a car of real merit have every reason to preach optimism and be optimistic. The automobile retail business in New York, as a whole, is way ahead of normal years just before the war. We have just broken all branch sales records, from October 1 to January 1. Many people are coming into our salesrooms every day—these people are all live prospects for motor cars.

"We are out of the amusement district and there is nothing very entertaining about a car; therefore, it is well that all salesmen should understand people do not go out of their way to see cars unless they can be sold. The cut in automobile production this fall means there will be as great a shortage of good cars next spring as ever. Two or three prospective purchasers will be looking for every car that bears a good reputation.

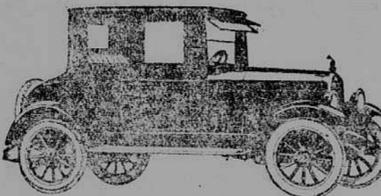
"Salesmen who represent cars of merit should pat themselves on the back, be so full of pep, so anxious to get out and tell their story, so glad they represent an article that every man, woman and child wishes for, and nearly one-fifth of our people will not be without, that their smiles alone should win half the battle when they meet Mr. Prospect.

"After three years of order taking, it is time to tell salesmen that they must be order-getters—that lazy men are not wanted."

BRISCOE

The Leader of Light Weight Cars

Briscoe owners can pass repair shops without a shudder. The car is built right to stay right.



BEAUTY • STRENGTH • POWER • COMFORT

The small-car sensation at the show

HAYNES *fifty*

FIRST SHOWING OF THIS WONDER CAR

The light-weight car—five-passenger—
with big-car power and superiority. It
represents the advantages of Haynes
manufacturing and selling methods in its
high-grade quality at its price of

\$1985

P. O. B. EKOKMO

We confidently believe it is the greatest value ever offered at that figure. Be sure to see it with the other beautiful Haynes cars at the show. Space A-29 Grand Central Palace.

© 1921, by T. H. A. Co.



Entering
TWENTY-EIGHTH
SUCCESSFUL YEAR

1893 • THE HAYNES IS AMERICA'S FIRST CAR • 1921

Beware of False Security

SOME people are probably fooling themselves with the idea that they will be able this year to pick and choose their cars at their leisure and at their own terms.

There will be a million automobile replacements in 1921—a million new cars needed to replace old cars.

This is because an automobile is one of those things which, when people set their hearts on getting it, they get it. To thousands and thousands of people "more money" means "new car."

In many cases the choice of the car bought will be determined by the power of the car and the stability of its manufacturers.

The Standard Eight is made by the Standard Steel Car Company of Pittsburgh. This company has the resources, the equipment and the knowledge to make the Standard Eight a powerful car, and to continue making it, so long as roads and highways are used by people in getting from place to place.

See the models at the show, in the space B-17, on the second floor.

STANDARD EIGHT

A POWERFUL CAR

STANDARD STEEL CAR COMPANY
New York Branch 1920 Broadway



WM. A. BURK, Inc.
15 Court Street, White Plains, N. Y.

HEUBLEIN GARAGE CO.
39 Gold Street, Hartford, Conn.

DUGGUD BROTHERS
126 Bedford Ave., Brooklyn, N. Y.

PAWLETT & COMPANY, Inc.
548 Fairfield Ave., Bridgeport, Conn.

F. C. HUFF MOTORS CO.
354 Central Ave., East Orange, N. J.

BRADFORD & LOMAS, Inc.
400 Crown Street, New Haven, Conn.

FORSYTH & DAVIS MOTOR CAR CO.
113 Green Street, Kingston, N. Y.

CONTINENTAL AVE. GARAGE, Inc.
Queens Boulevard, Forest Hills, L. I.